

WEEK OF NATIONAL
TOURING DESIGNATED

To Start June 27 and End July
4 Is the A. A. A.
Plan.

GLIDDEN EVENT DUE THEN
And Midsummer Meeting of Or-
ganization Falls at
That Time.

Frank X. Mudd, chairman of the A. A. A. touring board, has designated the week beginning June 27 and concluding July 4 as "official touring week" for 1914. It will be accentuated by a night and day run from Chicago to Boston and its conclusion will be marked by the midsummer annual meeting of the association to be held at Bretton Woods in the White Mountains. A year hence the scene will shift to the Pacific coast, with San Francisco as the terminus.

Chairman Richard Kennerdell and his contest board are at work on the stock car rules that will govern the Chicago-Boston event, the principal prize in which will be the famous Glidden trophy.

For the gathering in the White Mountains Chairman L. R. Spear of Boston has the arrangements in hand, and those who make the trip by way of the Hub city will start from there on the morning of July 3, the Chicago-Boston contest run finishing on the preceding day. This notable and unique form of competition will be conducted under the joint supervision of the A. A. A. touring and contest boards, with the Chicago Automobile Club in direct charge of the details of the run, which will be accompanied by a special chartered train traveling on a schedule that will permit the officials to arrive at each control ahead of the contestants and to leave after the last car has passed. The schedule for the tour will be within the legal speed limits permitted in the several States traversed between Chicago and Boston.

In the latter part of June or early in July the White Mountains country is at its best, and many A. A. A. clubs and members in various parts of the country have signified their intention of spending their touring week in New England territory, with an itinerary to include the rendezvous at Bretton Woods.

In connection with the various tours to the White Mountains, the A. A. A. national touring trophy and the Anderson cup, donated by the South Carolina city of that name, will be offered in a special contest that have yet to be formulated and announced by Chairman Mudd. During the touring interval intercity and interstate races of all kinds will be encouraged by the touring board, which has been assured of the cooperation of the National Automobile Chamber of Commerce, that in its turn will cooperate with local automobile trade bodies in all parts of the country.

TIRE CONSERVATION.

Bulletin on This Subject Issued by
Goodyear Company.

A notable contribution toward the education of tire users in the care of their tires, "Tire Conservation," is a series of bulletins, issued by the Goodyear Company, which explain the various phases of the tire situation, issued by the Goodyear Company. The tire companies find that comparatively few car owners obtain all the mileage that is possible from their tires, and cost per mile is thus higher than necessary. A knowledge and its application of the conservation lowers the cost per mile, and it is upon this basis that the Goodyear company makes its campaign of folders.

The information the leaflets contain is confined to such subjects as inflation, pressure, and the proper use of the tire. It is pointed out that the proper use of the tire will prolong its life and that the use of accessories—inside protectors, tire dough, etc.—tires, the human beings, suffer from ill treatment, and in such circumstances do not stand up under their work as they do if given proper consideration.

RECIPROCITY AIDS SALES.

Free Touring Privileges Encourage
Motor Users.

"Reciprocity has been a good thing for the automobile industry," says William C. Peet, agent for the National Highway States now permit a non-resident to drive a car for a certain period of days without going to the expense and formality of taking out a license, and this has made it easier to sell cars in many localities.

"This was particularly true in the case of the State of New Jersey, which until two years ago would not establish reciprocal relations with New York State. Nearly every one who purchases a car expects to make an extended tour covering several States at least once each year, and in former years the thought of having to take out extra licenses in various States just for a few days trip was one which stood in the way of many people buying cars."

Building Under a Tent.

The Mercer company has erected a large tent on its grounds at Trenton that is being used for the purpose of manufacturing conditions there. The tent is being used for the purpose of manufacturing conditions there. The tent is being used for the purpose of manufacturing conditions there.

Local Dealer Uses
Paint for His Ad

A NOVEL "stunt" in the way of advertising is one that is being worked out by the Holt-Chandler Company, local dealers in Maxwell cars. This concern has a store prominent because of its location at Broadway and Fifty-ninth street. Some time ago there was painted on the Broadway window and one of those on the Fifty-ninth street side the price of the car—"750"—in huge letters. From across the Circle this struck the eye.

Since then changes have been made from time to time. The coloring and shape of the letters has been altered every few weeks, so that by this time the attention of thousands of folks has been arrested by the numerals. They have appeared in yellow, blue and red, fat and elongated numerals in turn. And as it costs about \$3.50 to repaint, it isn't high cost advertising.

TEACHING THE YOUNG
IDEA THE MOTOR CAR

Indiana High School Children
Have This a Part of
Physics Course.

The educational men from Columbia University, after an investigation of the methods employed at the Bloomington, Ind., University High School of the application of the automobile to the study of physics, are now working on a plan to make this course a regular feature in high schools all over the United States. The Columbia men are Prof. George D. Strayer and Thomas H. Briggs.

J. J. Cole, president of the Cole Motor Car Company of Indianapolis, and other manufacturers and parts makers stand ready to loan automobile chassis, carburetors, axles, motors and other component parts of a motor car and the services of automobile engineers to help make the feature a success. It was more than a year ago that Prof. R. F. Myers of Bloomington met Mr. Cole and got enough copies of the Cole technical bulletin for each student in his school to have a copy. Then the Cole factory force began supplying the students with the loan of chassis and the sending of engineers to Bloomington until today the thirty-four coeds and twenty-two boys in Prof. Myers' class are very proficient in the study of the automobile.

To-day there are four colleges in the country and fifteen high schools that apply the study of the automobile to create interest in physics and use the Cole technical bulletin for text books. It is now thought that within two years the course will be a general one in all the high schools of the country.

"In the application of the automobile to the study of physics," says William L. Cole of the Cole-Stratton Company, who has just arrived from Indianapolis, "the student gets close to his study. He is studying something that is of real value to him. He is studying something that is of real value to him. He is studying something that is of real value to him."

"While in Indianapolis I heard Assistant Engineer Cover of the Cole factory in a lecture to 165 students at the Shortridge High School. Of this number sixty-seven were girls. He told them of the gas engine dating from the year 1878, when the first one was run by gunpowder. He brought the class clean through to the present date, showing how the business had grown until last year there were 250,000 automobiles manufactured at a cost approximating \$225,000,000.

"He explained the difference between two and four cycle engines, the different type of valves. He has shown the students how each part is manufactured, the reason for each operation. The students have traced out gasoline from the time it leaves the tank until it explodes. The pupils were shown how to start and stop a motor car. In fact the study is deeply interesting."

RUTHERFORD'S NEW JOB.

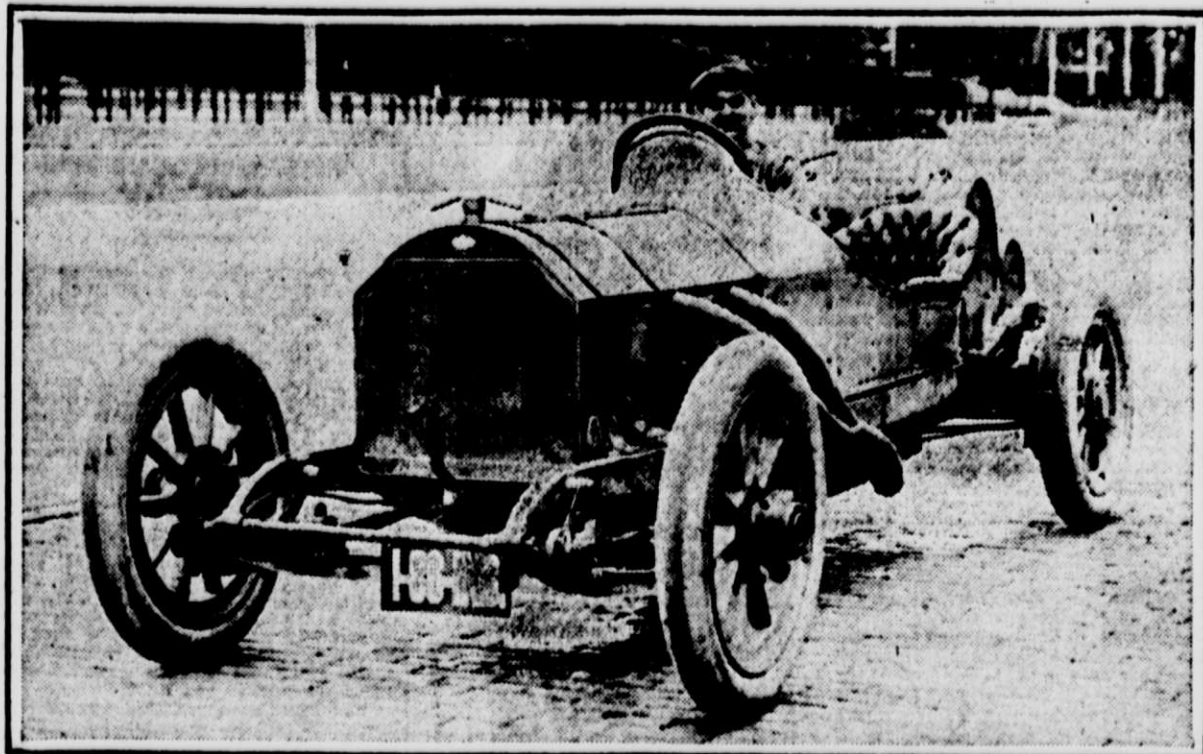
He Becomes Assistant General Sales
Manager for Goodrich.

W. O. Rutherford has been made assistant general sales manager of the B. F. Goodrich Company. This change carries with it official recognition of the duties which have been performed by Mr. Rutherford during the last four years as assistant to H. E. Raymond, second vice-president and general sales manager.

Mr. Rutherford's knowledge of selling methods was acquired, first as manager of the Denver branch and then during a period of ten years service at the head of the Buffalo organization of the B. F. Goodrich Company. For the last four years his headquarters have been at Akron.

"It is a most acceptable promotion," Mr. Rutherford states "and, like all promotions that mean anything, it means work. I don't believe any man can successfully fill a position without realizing that each step he takes means more and harder work for him. But with such a sales organization as the one which keeps Goodrich tires moving from the factory to the tire user in such a great volume as we have to-day my position is not an unusually difficult one. Our 'safety first' campaign this winter has interested motorists all over the country."

"Five Century" Veteran Reenters the Ring



The old war horse of the 500-mile race, the Marmon that won in 1911, is in the field again. It has been entered by Charles Erbsstein, a Chicago lawyer, to be driven by Joe Dawson, who won the 1912 500-mile race in a National.

CAN SEE SIXES AND FOURS.

Oldsmobile Factory Is Not Com-
mitted to One or the Other.

J. V. Hall, sales manager of the Oldsmobile Works, Lansing, Mich., occupies the middle ground in the lively discussion now going on about the relative merits of six cylinders vs. four in a motor car.

"We did occupy a position for the past year which would on the face of it indicate that we were makers of sixes exclusively," says he. "Although we were

making nothing but sixes we were not in a position to announce that the six would not fill the demand and that there is a field that cannot be filled by the six alone.

"We have realized for years that the four will never be displaced, and our years of experience in the manufacture of both the six and four has taught us that the cheap six will never be an satisfactory as its price equivalent in a four.

"We have believed for a long time that there is a great market for a low priced, light and economical high grade car; other makers have tried to supply

the demand for this type of car with a cheap six, but it isn't quantity of cylinders that this mass of buyers want. It is quality plus low first cost and an assurance that their purchase is going to be an economic one throughout the life of the car."

Department Stores Operate 600
Whites.

Current sales of motor trucks reported by the White Company include twenty-three trucks sold to department and dry goods stores, giving the White a total of more than 600 trucks in the service of 150 leading retail establishments.

A Busy Day in Main Street, Torreon



This is the way it looked in Torreon, down in old Mexico, when the Chalmers made that "Flag to Flag" run several years ago. It is to be observed the road is hardly a concrete boulevard. War can hardly have changed this town for anything but the better.

AUTOMOBILE SECURITIES.

	Bid.	Asked.
Alax-Grieb Rubber Co. com.	200	200
Alax-Grieb Rubber Co. pf.	98	102
Aluminum Castings pf.	98	100
Chalmers Motor Co. com.	80	80
Chalmers Motor Co. pf.	90	90
Firestone Tire and Rubber Co. com.	280	280
Firestone Tire and Rubber Co. pf.	101 1/2	109
Garford Co. pf.	80	80
General Motors Co. com.	70 1/2	72
General Motors Co. pf.	92	92 1/2
B. F. Goodrich Co. com.	26	26 1/2
B. F. Goodrich Co. pf.	52 1/2	54
Goodyear Tire and Rubber Co. com.	165	170
Goodyear Tire and Rubber Co. pf.	98	97
Gray & Davis Co. pf.	90	97
International Motor Co. com.	5	5
International Motor Co. pf.	15	15
Kelly-Springfield Tire Co. com.	87	89
Kelly-Springfield Tire Co. pf.	125	140
Lozier Motor Co. com.	18	18
Lozier Motor Co. pf.	85	85
Maxwell Motor Co. com.	7 1/2	8
Maxwell Motor Co. pf.	33 1/2	34 1/2
Maxwell Motor Co. 24 pf.	11 1/2	12
Miller Rubber Co. com.	135	140
Packard Motor Co. com.	103	103
Packard Motor Co. pf.	91	98
Peerless Motor Co. com.	15	15
Peerless Motor Co. pf.	75	75
Pope Manufacturing Co. com.	1	1
Pope Manufacturing Co. pf.	10	10
Portage Rubber Co. pf.	25	25
Portage Rubber Co. pf.	75	75
Reo Motor Truck Co. com.	7	8 1/2
Reo Motor Truck Co. pf.	104	104
Rubber Goods Manufacturing Co. pf.	104	110
Stewart-Warner Speedometer Co. com.	60	60 1/2
Stewart-Warner Speedometer Co. pf.	100	102
Studebaker Co. com.	85	85 1/2
Studebaker Co. pf.	85	85 1/2
Swinchell Tire Co. com.	60	60
U. S. Rubber Co. com.	60 1/2	61
U. S. Rubber Co. pf.	101 1/2	101 1/2
White Co. pf.	84	84
Whitcomb Overland Co. pf.	84	84

Personal Items of
Motor Car Trade

E. J. Moon, son of J. W. Moon, president of the Moon Motor Car Company, has been made general manager of the Moon Motor Car Company of Illinois with headquarters in Chicago. He was formerly general sales representative stationed in New York City.

C. D. Studebaker has been appointed pneumatic tire salesman for the Firestone in New York City. He succeeded Armstrong, who hereafter will represent the commercial tire department in New York City.

Gilbert U. Burdett, former president of the Whiting Motor Company, has become a partner in the Stock Exchange firm of Cornwall, Reed & Meyer at 42 Broadway.

STARTER WORKS BIG CHANGE.

Makes Closed Cars Even More Avail-
able for Winter Driving.

"The winter just passed was notable in the automobile industry for the great increase in interest in closed gasoline cars," says C. H. McCausland of the Kissel-Kar. "This I attribute to the perfection of the electric self-starter."

"The gasoline car is the only thing practicable for general driving under all sorts of weather and road conditions, but its ability to get through the winter months handicapped by inconveniences of operation. This has all been changed by the advent of the self-starter, the perfection of the lighting system and the many little refinements of construction that do away with former annoyances and complications."

Selling Used Cars Abroad.

Louis Mansbach, treasurer of the Times Square Auto Company, has returned after an extensive trip in which he visited many factories in the East as well as the West. As usual, Mr. Mansbach was on the lookout for overstocks of all factory productions both as to cars and parts and has succeeded in obtaining some bargains in touring cars and roadsters as well as motor trucks which the Times Square Auto Company now is offering to the public.

This concern has exported within the past two months a large number of new and used automobiles, trucks and bodies, and their orders are coming in from all parts of the globe. It was only recently that they shipped cars to Greece, England and Australia as well as to New Zealand.

Empire Book in Fourth Edition.
The transcontinental Empire book which describes and pictures the 4,000 mile Indiana-Pacific tour of last July has just gone into its fourth edition. This book devotes some space to the performance of the Empire, the lightest contestant of the nineteen cars entered in the journey, but the main spirit of the story is a description of the Indiana-Pacific tour as a whole. The most difficult and interesting regions are described and illustrated by photographs and the various types of country encountered are portrayed. More than three dozen reproduced tour photographs are used as illustrations.

Car Exports Still
Making Increases

AMERICA continues to make great strides in the exportation of automobiles. Official figures for January indicate that 2,526 cars were exported at a total valuation of \$2,248,583.

That there are still greater possibilities for American motor car exports is indicated by the figures which show that France exported more than \$43,000,000 worth of automobiles in 1913, as against total exports of automobiles and parts from the United States valued at \$30,000,000, a record breaker for this country.

ALL TALKING STREAMLINE.

But It's No Novelty to Lozier Folks,
Says Harry Houpt.

"Every one is talking streamline body now," says Harry S. Houpt, the Lozier distributor. "In fact some of those who are extolling it the strongest have adopted it for the first time this year. I believe that the Lozier was the first to adopt the streamline effect in all their body schemes."

"To get the full effect of the artistic streamline it is necessary that all other lines of the car should be in harmony. There is no other part of the car that will mar this effect worse than the engine hood or radiator. The advent of the streamline has brought about a radical change in radiator design most of all which tends toward the Lozier type, which was originated ten years ago. It practically means that within a short time the old Mercedes or straight line design of radiator will disappear."

"The Lozier radiator fits in with the streamline design because of its curved lines. When other makers sought to adopt this idea in body improvement they were confronted with the task of merging a square shaped radiator into a sloping body."

KING RACE CAR DETAILS.

Expected by Its Driver to Do 115
Miles an Hour.

Work has been going on since January 1 to place the King Motor Company in the automobile racing field through the use of one of its cars by Arthur Klein of Youngstown, Ohio. Mr. Klein has been working upon the car at the King factory in Detroit. The car has a V-8 engine specially constructed. It is 5 1/2-10 inches bore and 5 1/2 inches stroke. The car will have 112 inch wheel base and will include in its make-up all of those features which have been made famous in the King car. Mr. Klein believes that owing to the low set of his car and the proposed high horsepower it will develop a speed of 115 miles an hour.

In the construction of his mount young Klein has adopted the multiple disk clutch of raybestos and steel with sixty-two disks, nickel steel gears, chromo steel connecting rods, nickel steel timing gears and crank shafts and a radiator with 500 square inches of radiating surface. The king car will weigh in the neighborhood of 2,400 pounds.

TRUCK WINS OUT IN RUSSIA.

Government Buys Gramm Equipped
With Firestone Tires.

Just about the time Uncle Sam was putting an end to the Russian treaty of 1912 and the czar's government was threatening dire consequences to American trade a Gramm truck equipped with Firestone tires was sent to St. Petersburg. Truck and tires went on a chance. The American consular reports having said that the Russian War Department was in the market for motor equipment.

Treaty of no treaty, Russia bought, and several times since then has sent repeat orders to Lima. As a result the Gramm, the first American truck in Russia, is being shipped to the czar's capital to worry about.

Three trips from St. Petersburg to Tarskoe-Selo, the czar's summer palace, carrying lumber and construction iron work was one of the tests to which the truck was put. The round trip was fifty miles over Crown roads. Twelve tons were carried in three loads.

LUGGAGE HAS BEST
"SEAT" IN SOME CARS

Body Designers Have Been Cruel
to Their Human Loads
in Many Cases.

REAR WHEEL TOO FAR BACK

Just Leg Room in Tonneau Is
the Right System, Says
One Builder.

"The important practical function of an automobile body is to carry passengers comfortably," says W. H. Emond, French body designer. "To obtain passenger comfort dimensions must be right for normal human beings; cushion springs should be so constructed as to carry the load without bottoming on rough roads, and back upholstery must be so shaped as to conform to the human figure, relieve it from severe shock and make it unnecessary for the passenger to reposition himself about on a long ride in an effort to obtain an easy position. This last is the real test of upholstery design."

"There is, however, besides the mere body dimensions and besides the relative merits of different spring suspensions, a still more important element for consideration in designing a car for riding comfort, and that is the general assembly, taking into account the distribution of the weight about the springs and axles; to make it plain, the position of the wheels with reference to the load both of passengers and machinery."

"For the benefit of the engine and for ease of steering, assembly designers found years ago that it was essential to place the front wheel well forward; usually in a water cooled car on a line with the front of the radiator. For a similar consideration of passenger European assembly designers are today placing the rear wheel well back, and the body designer, who in Europe is largely the assembly authority also, contributes further to comfort by keeping the passenger load well forward, allowing, of course, generous footroom, but no more."

"The manufacturers of many American cars seem not to have considered this matter of general assembly design at all, so far as passenger comfort is concerned. The method seems to have been to place the front wheels according to accepted practice, then to make up their minds they will produce and advertise a certain number of inches wheel base, and on a chassis so designed place a body with a long tonneau compartment which rejects the seat load far back of the rear axle."

"It is no wonder that a car so designed will comfortably use up its passengers within two hundred miles on just good average roads, even without considering the spring suspension. Every rough spot will throw the passengers off the seat at a speed of twenty-five miles, and yet this long, roomy tonneau is featured as of great benefit to the prospective buyer. There is plenty of room for suit cases and other baggage in the tonneau, forward of the passengers' feet. In fact the luggage has the most comfortable spot in the body, while the passengers are tossed about in the overhang."

"Owing to the fact that European car designers have in the last two years turned out a variety of bodies having the shells built to enclose tires, wheels, fatted tops and general baggage in rear of the passenger compartments the automobile's use has become accustomed to a considerable back overhang. In fact, when lines are well drawn a considerable overhang is not objectionable in itself, so far as appearance goes, but to place human beings out on the end of such a springboard and thus send the whip with them is nothing less than cruelty to the race."

LATE MODEL FOR DOGS.

Detroit Gets Motor Truck for Use
in Rounding Up.

The new dog wagon for Detroit has just been delivered. The body, but specially to meet specifications, is partitioned by lattices, giving a number of individual compartments. These are available through doors at the rear and sides of the car.

This is a Commerce truck, the second purchased by the Detroit police department in less than a year.

The Dealer Says:
"They don't come back so often but they do come back for more FIRESTONE TIRES"

The Chauffeur Says:
"Tire changes must be made quickly but not often—that's why I drive on FIRESTONE TIRES and RIMS."

The Car Owner Says:
"I'm strong for FIRESTONE TIRES and RIMS because they add to the pleasure and economy of motoring."

Unanimous for Firestone

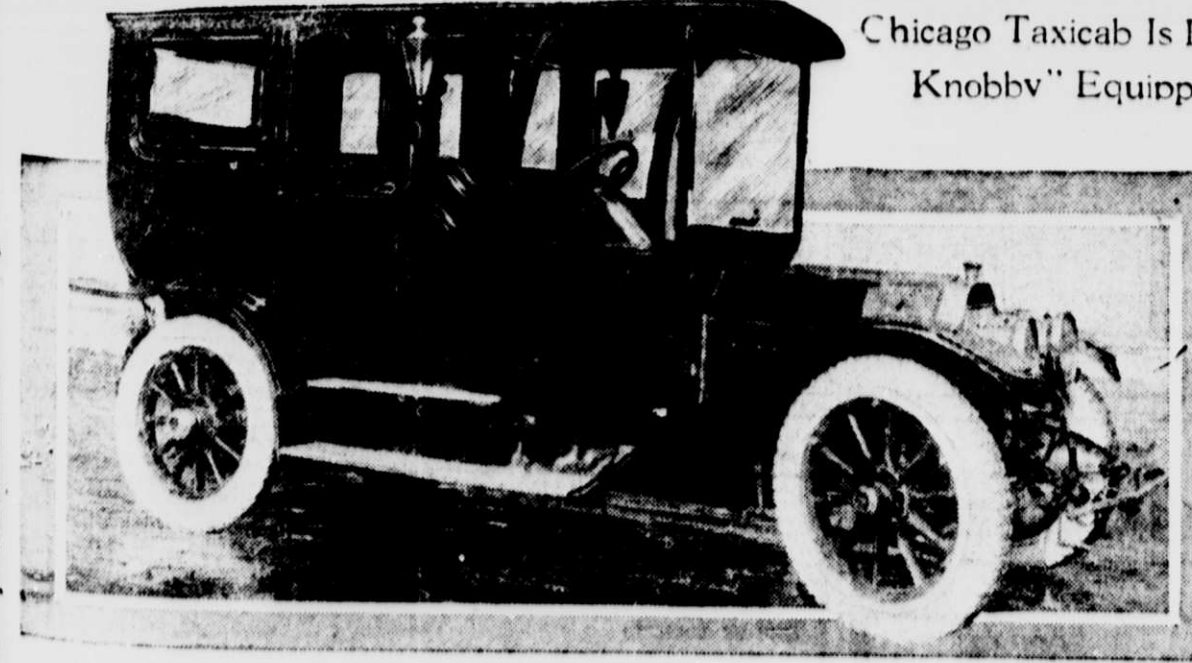
From whatever viewpoint tire efficiency is judged,
Firestone Non-Skids furnish the full answer

The packed-in merits of Firestone building satisfy alike the varied standards of progressive dealer, discriminating car owner and conscientious chauffeur. With superlatively good materials, the specialists of America's Largest Exclusive Tire and Rim Factory have produced for you this tire of supreme comfort and car protection, sure traction, maximum heat resistance—every merit for the summer tour, along with skid prevention.

The massive letters of the non-skid tread, right-angled against skid in any direction, are built on to a body of giant strength. This unique tread with its extra volume and toughness of rubber answers the demand for safety without the addition of destructive metal appliances. It also answers the demand for economical mileage and minimum tire trouble.

Firestone Tire and Rubber Co. of N. Y.
1871 Broadway, New York City, N. Y.
Distributors for

The Firestone Tire and Rubber Company, Akron, Ohio.
America's Largest Exclusive Tire and Rim Makers.
Brooklyn Branch: 1197 Bedford Av. Newark, N. J., Branch: 84 Bank St.

Chicago Taxicab Is Fully
Knobv" Equipped

Here is a Chicago taxicab which, according to the rules of the company operating it, is equipped with Knobby Tread tires all around. This points a lesson of safety in motoring, comment the makers of these tires.